

**DELIBERATIVE PROCESS—DO NOT CITE OR SHARE**  
**U.S. Environmental Protection Agency**  
**Bristol Bay Draft Assessment Rollout Plan**  
**DRAFT—FOR INTERNAL USE ONLY**

**External Communications Timeline**

| <b>DATE</b>      | <b>MILESTONE</b>  |  |
|------------------|---|--|
| <b>TBD</b>       | Release of Bristol Bay Watershed Draft Assessment for public review               | <ul style="list-style-type: none"><li>• Federal Register Notice</li><li>• Post draft Assessment report</li><li>• Notification phone calls to (Congress members, tribes, stakeholders)</li><li>• Press release</li><li>• Media conference call</li><li>• Updated FAQs on website</li><li>• Media training for spokespersons</li><li>• Fact sheet</li><li>• Internal Q&amp;A document</li><li>• PowerPoint slidecast describing the assessment</li></ul> |
| <b>TBD</b>       | Announcement of peer review panel and charge questions                            |  |
| <b>June 4-7</b>  | Public meetings in Alaska   |  |
| <b>August</b>    | Peer review panel meets in Alaska to deliberate and participate in public meeting |  |
| <b>Fall 2012</b> | Final Bristol Bay Watershed Assessment released                                   |  |

**Key Validators:**

- Bristol Bay villages
- Bristol Bay tribal governments
- Bristol Bay Alaska Native corporations
- Washington State delegation
- Fishing NGOs
- Environmental NGOs
- Trout Unlimited
- The Nature Conservancy
- Wayne Nastri
- Bristol Bay Commerical Fishing Assoc.
- Tiffany & Co
- Patagonia
- Trillium Investments

## **External Communications Tick-Tock**

***NOTE: ALL TIMES ARE IN PACIFIC DAYLIGHT TIME***

| <b>1 Day Before Release</b> |   |                            |
|-----------------------------|---|----------------------------|
| <b>2:00 pm</b>              | <b>Notification Email to Bristol Bay Tribal Governments announcing a conference call for the release of the draft assessment (this includes all tribes in Bristol Bay)</b>  | EPA Region 10              |
| 2:00 pm                     | Call to Anchorage Daily News offering embargo and other targeted calls alerting reporters that an announcement will be made the next day  | EPA Region 10              |
| 4:00 pm                     | Notification to additional stakeholders <ul style="list-style-type: none"> <li>• Trout Unlimited</li> <li>• The Nature Conservancy</li> <li>• Wayne Natri</li> <li>• Bristol Bay Commerical Fishing Assoc.</li> <li>• Tiffany &amp; Co.</li> <li>• Patagonia</li> <li>• Trillium Investments</li> <li>• Chefs organization</li> </ul>   | EPA Region 10              |
| TBD                         | <b>In-person meetings on the Hill</b> <ul style="list-style-type: none"> <li>• <b>Sen. Murkowski</b></li> <li>• <b>Sen. Begich</b></li> <li>• <b>Sen. Cantwell</b></li> </ul>   | EPA HQ & R10 Administrator |
| <b>Day of Release</b>       |   |                            |
| 10:15 am                    | Consultation call with <b>15 Bristol Bay tribal leaders</b> and send email with notice that draft assessment is out   | EPA Region 10              |
| 10:15 am                    | Calls to: <ul style="list-style-type: none"> <li>• <b>Governor Parnell</b></li> <li>• <b>Congressman Don Young</b></li> <li>• <b>ADEC Director, Larry Hartig</b></li> <li>• <b>ADNR Director, Dan Sullivan</b></li> </ul>   | EPA Region 10              |
| 10:30 am                    | Notification to following federal agency regional heads: <ul style="list-style-type: none"> <li>• <b>James Balsiger</b>, Regional Administrator, NOAA</li> <li>• <b>Geoffrey Haskett</b>, AK Regional Director, U.S. Fish and Wildlife</li> <li>• <b>Sue Masica</b>, AK Regional Director, National Park Service</li> <li>• <b>Col. Reinhard Koenig</b>, Commander, U.S. Army Corps of Engineers <b>(DENNIS CALLS)</b></li> <li>• <b>Mark Shasby</b>, Director, Alaska Science Center, USGS</li> <li>• <b>Bud Cribley</b>, State Director, Bureau of Land Management</li> </ul> | EPA Region 10              |
| 10: 45 am                   | Notification to Pebble Partnership <ul style="list-style-type: none"> <li>• <b>CEO John Shively</b></li> </ul>  | EPA Region 10              |
| 11:15 am                    | Updated Bristol Bay website goes live with link to draft assessment   | EPA Region 10              |
| 11:15am                     | Federal Register Notice is posted   | EPA HQ                     |
| 11:15am                     | <b><i>Issue press release/media advisory announcing release of draft assessment and reporter</i></b>  | EPA Region 10              |

|         |  |                           |
|---------|--|---------------------------|
|         | <b><i>conference call</i></b><br><b><i>Post press release to Bristol Bay Website</i></b>   |                           |
| 11:15am | Send press release to federal agencies: <ul style="list-style-type: none"> <li>• <b>USGS</b></li> <li>• <b>USACE</b></li> <li>• <b>USFWS</b></li> <li>• <b>NOAA</b></li> <li>• <b>NPS</b></li> <li>• <b>BLM</b></li> </ul> | EPA Region 10<br>& EPA HQ |
| 11:15am | Send press release to state agencies: <ul style="list-style-type: none"> <li>• <b>ADEC</b></li> <li>• <b>ADNR</b></li> </ul>   | EPA Region 10             |
| 11:30am | Update social media channels (ORD Twitter, EPA Facebook page)  | EPA Region 10             |
| 11:30am | Send listserv to Bristol Bay group introducing assessment  | EPA Region 10             |
| 1 pm    | <b><i>Media Conference Call with Region 10 Administrator</i></b>   | EPA Region 10<br>& HQ     |